

Areas of Evaluator Expertise

Process Evaluation: Expertise and experience in collecting information and evaluating the extent to which the process of the prevention activity exceeded, achieved, or fell short of expectations, and the implications for this process on outcomes.

Psychometrics/Instrumentation: Experience and expertise in the development and application of instruments that reliably collect valid information from individual sources.

Statistical Analyses/Modeling: Experience and expertise in the selection, use, and interpretation of appropriate statistical techniques to analyze quantitative data. This must be more than the ability to “plug in” standard formulas or techniques, and includes understanding of how unevaluated factors may influence results.

Stochastic Modeling. Experience and expertise in the selection, use, and interpretation of models that organize randomly-selected observations into a probability framework. This type of evaluation is useful when there are a large number of uncontrolled observations, such as nighttime single car crashes, a typical measure of the success of prevention of driving under the influence.

Interview Facilitation. Experience and expertise in eliciting and interpreting valid and reliable information from the interview process. This may include key informant interviews, individual participant interviews, telephone and community intercepts, group sessions such as focus groups, and iterative processes such as Delphi technique, etc.

Impact Evaluation. Experience and expertise in identifying and measuring the probable impact of a program on larger community processes. For example, assuming that only a portion of juvenile crime is committed by prospective participants in a prevention activity, impact evaluation must be able to assess the extent to which changes in the overall incidence of juvenile crime reflects the impact of the success or failure of the program. In addition, impact evaluation must incorporate unplanned impacts, such as declining participation in a competing youth development activity as a result of recruitment of youth into the prevention effort.

Cost-Benefit/Cost-Effectiveness Evaluation. Expertise and experience in determining the economic implications of the prevention effort.

Policy Analysis. Expertise and experience in examining the effects of authoritative decisions affecting outcomes, including worksite policies, community policies, and government laws, regulations, and ordinances. These include both intended and unintended consequences, and variation resulting from enforcement or lack of enforcement.

Clinical Trials. This is a specific sub-area of evaluation that, in most cases, may not be suitable for substance abuse prevention. When this evaluation format is selected, it involves extensive use of conventions and practices that require previous experience and expertise in the conduct of clinical trials.

Time Series. This also is a specific sub-area of evaluation that replaces measurement of change against a comparison with measurement of change in an intervention population over time. As in the case of clinical trials, it involves use of evaluation techniques and practices that require previous experience and expertise.